

Essential Business Writing: Communicate with Purpose in a Fast-Moving Workplace

Core skills developed



Decision making & judgement



Productivity & personal effectiveness



Adaptability & learning agility



Analytical thinking & problem solving



Relationship & stakeholder management



Effective communication



Digital literacy & tool confidence

Real voice, sound judgement, smart use of AI

In an AI-enabled workplace, professionals need to sound human, make sound communication choices and shape messages that reflect their organisation's voice. This course develops skills in judging what matters in everyday writing, choosing tone with intent and refining AI-generated drafts so the final message feels thoughtful, accurate and appropriate.

Participants explore approaches they can apply across all the documents they handle, discovering techniques that work across updates, proposals, reports and more. The course strengthens their ability to express intent clearly, meet organisational expectations and produce writing that supports relationships and smooth progress at work.

Benefits



Course participants will save time in their daily written communication, work more smoothly across different demands and create a stronger professional impression.



Stakeholders will act on messages more easily, understand intent more quickly and feel supported in their work.



Your organisation will benefit from clearer communication that strengthens collaboration and keeps work moving smoothly.

Modules

Business writing essentials

1

- Using the POWER process and the 6 Cs
- Evaluating writing skills and setting personal goals

Competency: Set goals to improve business writing skills by analysing documents against criteria for effective performance

Ensuring your document is complete

2

- Identifying purpose, goal and audience
- Selecting content and making actions complete

Competency: Plan document content to ensure the reader has all the information they need

Coherent business writing

3

- Structuring content
- Linking sentences and paragraphs

Competency: Structure documents logically so messages are easy to follow

Communicating clearly in business writing

4

- Writing clear openings and headings
- Linking sentences and paragraphs

Competency: Write clearly to ensure documents are easy to understand and avoid miscommunication

Adapting formality to the business writing context

5

- Getting the formality and tone right
- Turning formality up and down

Competency: Adapt word choice to match documents' formality to different audiences and contexts and better engage stakeholders

Communicating concisely in business writing

6

- Making documents concise and readable
- Using strategies for reducing paragraph and sentence length

Competency: Write concise sentences and paragraphs to increase document readability

Correct business writing conventions and language

7

- Using formatting conventions
- Correcting grammar, spelling and punctuation

Competency: Use modern business writing conventions for document layout, formatting and language

Business writing mini-clinic

8

- Evaluating business writing skills against best practices
- Setting goals and action planning

Competency: Develop plans to achieve business writing goals in the workplace by selecting tools and techniques for effective performance

Outcomes



Shape messages with clear intent and sound judgement by aligning them with the document's purpose, audience and context.



Choose tone, formality and positioning that suit the context and stakeholders so messages feel appropriate, confident and human.



Review and refine drafts including those created with AI by adjusting emphasis, strengthening intent and ensuring the final message aligns with organisational expectations.